

Attachment 3

WIC Staff Roles in Breastfeeding Promotion and Support

The State WIC Director - Articulates the Vision

- Articulates vision of breastfeeding in WIC to staff at all levels
- Empowers staff through training and policies and procedures that support vision
- Allocates funding and resources for breastfeeding promotion and support

The State WIC Breastfeeding Coordinator – Implements the Vision

- Coordinates State breastfeeding efforts
- Provides breastfeeding training and support, technical assistance and consultation to State and local staff and participants as necessary
- Identifies breastfeeding promotion methods for local agencies
- Develops State breastfeeding standards
- Monitors State breastfeeding rates and local agency activities
- Evaluates State breastfeeding activities
- Coordinates with other agencies for breastfeeding promotion and support

The Local Agency Coordinator/Manager – Sets the tone

- Supports breastfeeding activities
- Maintains a breastfeeding-friendly clinic
- Allocates funding and resources for breastfeeding promotion and support

The Local Agency Breastfeeding Coordinator – Mentors Staff and Coordinates Activities

- Oversees planning, implementation, evaluation and training of breastfeeding activities
- Keeps current with breastfeeding knowledge
- Identifies, coordinates and collaborates with community breastfeeding resources
- Monitors local breastfeeding rates

The Local Agency Competent Professional Authority (CPA) – Gives Appropriate Advice

- Conducts a complete WIC breastfeeding assessment using VENA principles and techniques
- Provides appropriate education/assistance/referrals
- Provides appropriate food package to mother and infant to encourage breastfeeding with minimal supplementation.

The Local Agency Peer Counselor – Gives Mother-to-Mother Support

- Serves as model for breastfeeding behaviors
- Supplements the WIC breastfeeding team
- Available to mothers outside of the usual clinic hours and environment
- Fills the gap in services after hospital discharge for seamless continuity of care

The Local Agency Support Staff – Provides Front Line Support

- Uses breastfeeding-friendly language
- Knows agency's breastfeeding policies
- Makes appropriate appointments for breastfeeding mothers for support and follow-up